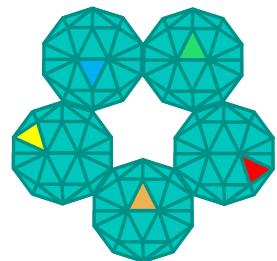


INNOCENTIVE

# POLIO KNIGHTS PROGRAM

Polio Eradication: Addressing Anti-Vaccination Propaganda on Social Media in Pakistan



# Polio Knights Program



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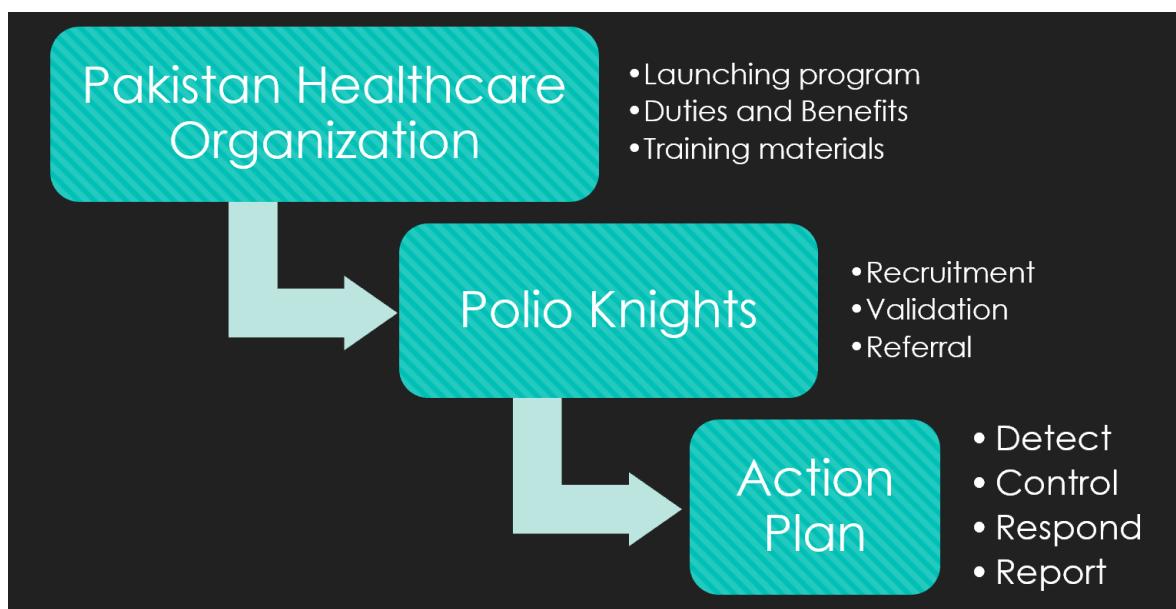
# Polio Knights Program



## Executive Summary

The Polio Knights' Program consist of a community workforce of "Polio Knights" lead by the Pakistan Healthcare System aiming to control anti – vaccination propaganda on social media in Pakistan.

Polio Knights are enthusiastic health supporters who care about the welfare of their children, believe in the power of community preventive measures, motivate the society about the success of vaccination and eradicate false myths of polio vaccination.



The program is managed by the PolioKnight App which utilizes communication strength within a balanced group of Polio Knights with empowering accessibility to resources to fight myths anti – vaccination, supporting the Pakistani community and mentoring other knights.

The Polio Knights' Program focuses in the social mobilization and interpersonal communication utilizing an strategy of adaptability and learning experience to serve better in conflict harboring areas of Pakistan.



## Polio Knights Program

### Introduction

Pakistan is a prosperous country where polio virus is still endemic. Numerous reported cases in the past few years have shown a rising trend (Ghafoor S, 2016) in the incidence and prevalence of the disease.

Eradication programs have faced much more operational problems in Pakistan in comparison to the rest of the world, becoming a strenuous challenge not only nationally but also internationally. Polio eradication is a question of life and death for Pakistan.

In Pakistan, RIAs (Routine Immunization Activities) and SIAs (Supplementary Immunization Activities) are the main pillars of the eradication program (Aylward RB, 2006 Jun). However, new technologies open the door for innovative strategies as the Polio Knights Program.

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The Polio Knights' Program focuses in the social mobilization and interpersonal communication

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Experts recommend different strategies to achieve Polio Free Pakistan, based in communication strategies like social mobilization and interpersonal communication (Obregón R, 2009 Aug). The Polio Knights' Program focuses in the social mobilization and interpersonal communication utilizing a strategy of

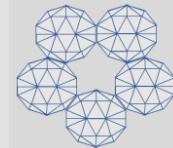
adaptability and learning experience to serve better in conflict harboring areas of country.

### Facing the problem

Many reasons exist behind the failure of polio eradication initiatives in Pakistan:

- Dangerous areas affected by terrorism.
- Attacks against polio vaccination workers.
- Malpractice in health service delivery.

## Polio Knights Program



- Decrease of trained staff.
- Wrong parental perception.
- Resurgence spread trend.

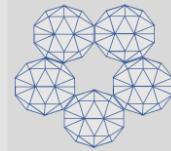
Traditional programs have failed, despite expanding immunization coverage, due to these multifactorial reasons (Khan T, 2013 Aug). One of the main reasons for this failure stands on false propaganda against vaccine as a cause of castration. Achieving a Polio-Free Pakistan (PFP) depends on diverting the focus from federal level engagements to frontline staff of eradication campaign directly.

### Aims of the Polio Knights Program

Polio Knights overarching aim is to control anti – vaccination propaganda supporting RIAs and SIAs, ensuring frontline healthcare workers are safe and all the population has the opportunity to access polio vaccination. Our program improves communication through: detection, control, response and report, from the Polio Knights to the healthcare organization achieving the goal of PFP.



## Polio Knights Program



### Objective of the Polio Knights Program

Polio Knights Program objective is based on a series of actions that enable the Government to meet PFP aim. Some objectives will be relatively simple and easy; however, others may require higher investment in software technology. Having a wide range of Polio Knights from different backgrounds will allow the success of this program in urban and rural emplacements.

### SMART Polio Knights Program

The Polio Knights Program meets the SMART goal (Doran, 1981); setting that has helped strategies of all sizes set and achieve their objectives. The main concept is based on:

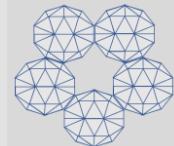
- Specific approach to avoid anti - vaccination propaganda. Specific
- The Polio Knights' Program is measurable by quantification of our Polio Knights and their reports. Measurable
- The main role is assigned to Polio Knights, however, monitors will support their actions and prevention. Assignable
- The Polio Knight's Program can realistically be achieved, as demonstrated in other campaigns, if provided necessary resources. Realistic
- Results can be fully achieved in 3 months persisting for years. Time - related

### Action Plan

- **Launching Campaign**

The Polio Knights' Program is a strategy software-based application open to anyone regardless of location, age, sex or occupation. The only requirement is that participants should enjoy preventing about polio

## Polio Knights Program



disease and have a basic understanding of the prevention and eradication of the disease. They should also have the integrity, participative and ability to manage a social media.

Software technology allows, at low cost, a basic application but that meets all the requirements. Nevertheless, the strategy of the program could be used without software development in case the resources are limited.

With the current resources that the Pakistan Government possesses a basic launching campaign could be performed at:

- Health care centers with posters, pamphlets and information. A good model can be found on NHS flu campaign (England, 2019).
- Media announcement in the main channels: Facebook, Twitter, Instagram, Medium, etc. As an example, the American Academy of Pediatrics provides links to their channels mainly in Facebook, Twitter or Telegram (Pediatrics, 2019).
- Direct information through Polio Knights Community in the App developed.

Detailed description of the application will be explained below.

### ▪ **Recruiting Polio Knights**

Polio Knights is a community of enthusiastic health supporters who care about the welfare of their children. All of our Polio Knights believe in the power of community preventive measures and motivate the society about the success of vaccination.

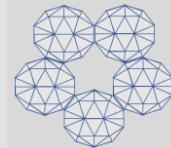
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**Polio Knights believe in  
the power of  
community preventive  
measures and motivate  
the society about the  
success of vaccination**

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The Launching Campaign will provide the announcement of this role with a QR code access to free - download the application or for further information.

Polio Knights participate and aid in the globalization of Polio vaccination fighting against anti - vaccination propaganda becoming special members of Pakistan community.



## Polio Knights Program

The recruitment process starts through a simple training program which provides basic knowledge and preparation for their role.

### ▪ **Training Polio Knights**

Matching the healthcare needs of Pakistan Healthcare Organizations and delivering high-quality accredited education and training is crucial. This training consists of basic concepts on Poliomyelitis, infection and prevention.

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**Delivering high-quality accredited education and training is crucial**

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Education and training programmes can be tailored to basic concepts and delivered online focused on building a community against anti-vaccination propaganda. The simplest way to access this expertise is through the training -

registration in the Polio Knights App.

A model of simple training can be seen in other areas like cryptocurrency with simple rewards which provoked massive interest (Coinbase, <https://www.coinbase.com/learn>, 2019), (Coinbase, Earn EOS, 2019).

Model of this recruitment through training can be summarized in the following scheme:



## Polio Knights Program

### Training material – recruitment process

- Lesson 1: What is polio (duration 2 min): 1 quiz type question).
- Lesson 2: Mechanisms of infection (duration 2 min: 1 quiz type question).
- Lesson 3: Mode of prevention - vaccination (duration 2 min: 1 quiz type question).
- Advanced Level: Reporting anti-vaccination propaganda (duration 10 min: 2 quiz)

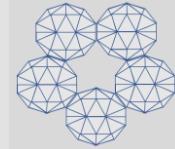
VALIDATION

#### ▪ Duties of the Polio Knight

The main responsibilities of the Polio Knights are:

- Help new users to become Polio Knights.
- Responding to user's questions and comments.
- Helping Pakistan Healthcare Organization to maintain and moderate online and offline communities.
- Contributing to Polio Knights social media content.
- Helping to spread Polio Knights program.
- Helping to build Polio Healthcare programs.
- Watch trends - Polio Knights closely watch trends in social media to help Pakistan Healthcare Organization to detect anti - vaccination propaganda in Pakistan.
- Follow healthcare programs - Polio Knights will help to spread Pakistan healthcare projects providing valuable feedback to the Pakistan Healthcare monitors.
- Organize activities - Polio Knights will help to organize online and offline events, and meetups in local areas also maintaining social media presence.

# Polio Knights Program



- Be a mentor - Polio Knights will help others to learn more about Polio disease and vaccination. They also have the opportunity to become a mentor at the Polio Knights platform.
- Provide suggestions that may help Polio Knights program to grow.

## ▪ Benefits for the Polio Knight

Once incorporated into the Polio Knights Program, members receive exclusive benefits. Incentives should not be high cost: disinfection kits, hats, t-shirts. Polio Knights can be creative in their proposals or the needs of a special area - community. A small treat can have a big impact.

Be a mentor - Polio Knights will help others to learn more about Polio disease and vaccination

We include here several basic incentives that can be offered at low cost:

- Identity Authentication - Polio Knights will receive an official Polio Knight certificate and a gift box (T-shirt, disinfection kit, pen and notebook).
- Remuneration - when identifying anti - vaccination propaganda the user will be able to obtain certain remuneration in "points".
- Priority to become a Healthcare remunerated participant in vaccination campaigns.
- Healthcare Visit - Polio Knights will be able to visit the Pakistan Healthcare Offices.
- Meet - ups - Polio Knights will have privileged guest invitation for health care events.
- Early Access to Platform Updates - Polio Knights will be able to participate and give their opinion - feedback about the campaigns.
- First to Know – Polio Knights will be the first to have access to the news and research reports that the Pakistan Healthcare Organizations circulate in the community.

## ▪ Points in the Polio Knights' Program

The Polio Knights Program is supported by a rewarding system of points which are obtained through the training and through action plans in the application. These points are mainly obtained according to reporting.



## Polio Knights Program

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Polio Knights will be the first to have access to the news and research reports that the Pakistan Healthcare Organizations

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The value of these points can be established by the Health Care Organization and do not pretend to use local currency to avoid any type of bribery.

As an example of these:

- 1 point to value a good campaign or initiative.
- 10 points for immediate reporting anti - vaccination propaganda.
- Suggestions 10 points.
- New Initiatives 15 points.
- Meetups with more than 5 Polio Knights - groups 10 points.
- Posting media 1 point.
- Mentorship 10 points.
- Vaccination support 10 points.

These points can be exchanged through the application on items or good that the Healthcare Organization in Pakistan proposes. As a suggestion based on the necessities of the community, these can be: disinfection kits, wiping towels, energetic foods, milk, nappies, etc.

It is essential at the beginning to provide identity goods of our Polio – Knights like a T-shirt or/and hat with the identifiable colors of the Polio – Knights.

- **Media support**

The Polio – Knights App provides a basic channel of communication within the members with alerts reported by other Polio Knights or by the Healthcare Organization monitors.

Only one or two licenses of monitoring media need to be subscribed from different providers (Today, 2017), (Hootsuite, 2019) who will provide basic alerts to incentivize Polio Knights to trace social media.

## Polio Knights Program



The Healthcare Organization will create the main official channels for Polio Knights like in Telegram to build a community of Polio Knights. Other official channels will be created in Facebook, Instagram and Twitter.

Additional information will be provided through the App or in the website of the Government National Health System, with resources and statistics of achievement.

Direct individual linking or monitoring social platforms with commercialized software is avoided because it can be at very high cost and, may require third part agreement. The average cost of these platforms are around 50\$ per user/month.

### Software – App: PolioKnight

Polio Knights' Application named "PolioKnight" App provides a simple way to register, train, communicate, identify risks, report anti – vaccination propaganda, monitor Polio Knights geo - localized and follow up achievements for a Polio Free Pakistan.

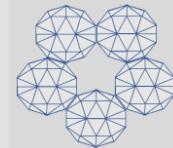
The application is supported by a PC back office software for the monitors who can view the whole picture of the program, with extended functions which complement the PolioKnight App.

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PolioKnight App provides a simple way to register, train, communicate, identify risk, report anti – vaccination propaganda

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## Polio Knights Program



# Polio Free Pakistan Community

Iphone    Android    Windows    Mac

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Mythbust anti – vaccination propaganda

[Download Free](#)
[View More Info](#)

PolioKnight

Register    Login

More Info

This application can be developed at low cost and integrated in IOS system or Android.

### Installation

The App PolioKnight be easily downloaded free, with a previous option “view more info” to know more about the program, commitment and benefits, before registering.

### Registration Through Training

The registry does not mean that you become a Polio Knight. The register with user / email and password gives you access to the training process to become a Polio Knight.

## Polio Knights Program



### Registering Through Training

Access button to become a Polio Knight or register

Examples of the first lessons to become a Polio Knight



Registering in the PolioKnight App after installation, asks about permission to use your camera, localization and access to your contacts.

#### Home Screen

The “home” screen allows the Polio Knight to access to the main functions:

- Report. It is the most important function of the App and thus is situated for easy access to send to monitors anti – vaccination propaganda identified in the community. This report is based in a simple screen which identifies, identifies – users, social media found, or localization of place when in a certain area. This function integrates the possibility of sending a picture or a screen shot of the propaganda (see below).
- Contact. This function provides to the Knight immediate contact phone with monitors or authorities in case of an emergency or danger.
- Alerts – messages. These alerts which appear also as pop-ups in the phone, allow monitors to contact immediately with a Knight or a

# Polio Knights Program



group of Knights in case of danger or in case there is propaganda needs to be cut or responded in media.

- Knights. Gives the user access to contacts or the group that the Knight mentorizes.
- Information. Relevant information from Government or authorities about campaigns, meet – ups, research, downloads of pamphlets that can be shared in media to respond myths.
- Rewards. Provides access to points earned, and to the shopping cart for exchange of points into goods – items. It could include a wallet for digital payments and allow to buy items: disinfection kits, children tools, nappies, etc.

## Home Screen

Monitors can send alerts from other Knights

Access a contact with other Knights - mentorship

Relevant information about campaigns, meetups, etc.

Rewards, points earned  
Acces to shopping cart

Immediate contact in case of emergency.

**Report** Report of anti – vaccination propaganda.

## Polio Knights Program



### Settings

Clicking on the PolioKnight icon gives the user access to the settings of the application. Within the settings, the user can introduce profile and permissions for the monitors to identify the Knights. Certificate can be download from here, as well as donations to the program.

Completing the profile by the Polio Knight permits to the monitors identify the Polio Knights and introducing the address is a requisite to post by mail the rewards.

Cancellation process. It is a function which allows the Knight to erase permissions and participation in the program.

### Backoffice

The PolioKnight App is controlled in back - office by the monitors through a PC view with extended functions:

- Identification of Knights. There is a view of the number of PolioKnights that are registered and completed training.
- Alerts. Personal or grouped messages can be sent when required. Examples of this function are:
  - When there is a conflict in certain area, preventing Knights to get close;
  - When a Knight has not completed training can be reminded.
  - When there is anti – vaccination propaganda that has to be controlled by Knights in certain media;
  - When there is a campaign close to their area.
  - When there is a meeting related to the campaign.
  - Direct information.
- Geolocalization.

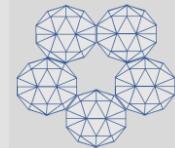
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The PolioKnight App is controlled in back - office by the monitors

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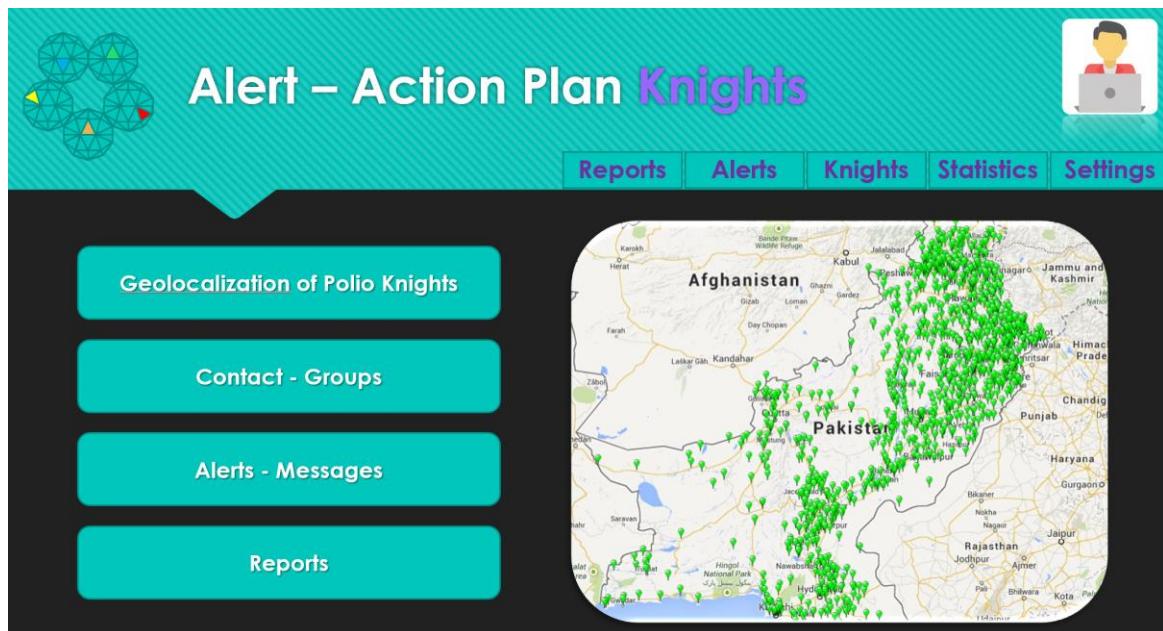
This functionality as seen in the PC view allows the monitors to identify all the Knights. They are identified in green because there is no danger, but

# Polio Knights Program



areas or Knights can change color according to detected propaganda or dangerous situations to yellow or red respectively.

This visual map helps to follow up the progression of the Polio Knights' Program as well as the areas in which more efforts should be put to spread the benefits of the program. Other functions can be found of the Knights mapping; i. e to focus campaigns, identify risk areas, movements of population, etc.



Similar to the App, this PC view allows the monitor:

- Immediate contact with Knights.
- Transmission of response for Polio Knights in media when other Knights have identified anti-propaganda.
- Chat within members or direct messaging.
- Direct communication with Polio Knights for campaigns, meetups.
- Ranking within members, when tracking the reporting.
- Possibility of creating teams to fight against propaganda in certain areas.
- Rewards notifications to Knights.
- Statistics of requests from Knights when exchanging points for goods.
- Demographics for healthcare data: profile of Knights, distribution, religious interest, etc.



## Polio Knights Program

### Response Plan

Polio Knights will be able to spread the news through these official channels and to monitor anti – vaccination propaganda with immediate reporting to local authorities.

PolioKnight App will provide information after any event to maintain trust in the community and maintain forward progress as much as possible.

It is not intended for Polio Knights to get into confrontation. Basic response to users will be accepted but followed by reporting through the Polio Knights App to Pakistan Healthcare Organization.

Immediate actions reported will consist of: identification of users, direct information in the social group that has been observed and details that could help Pakistan authorities to palliate unsafe actions.

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Polio Knights will have a direct support through chat or phone for questions or clarification of incidents

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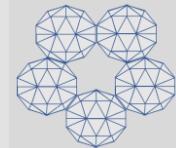
We give an example of the multiple methods that a Response Plan can be elaborated from the PolioKnight App.

Depending of the level of danger observed in the community or the amount of anti – vaccination proganda the counteract measures will be adapted.

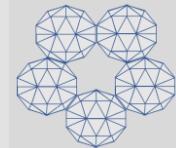
#### Example of Detect – Control – Response – Report

- The first step could be a Polio Knight reporting a message identified in a telegram group. They fill a simple form that identify the “media” channel in which it has found, the identity if known of the user, and the message. The message does not need to be transcribed and can be added in form of a file or with a screenshot with the icons shown in the image below:

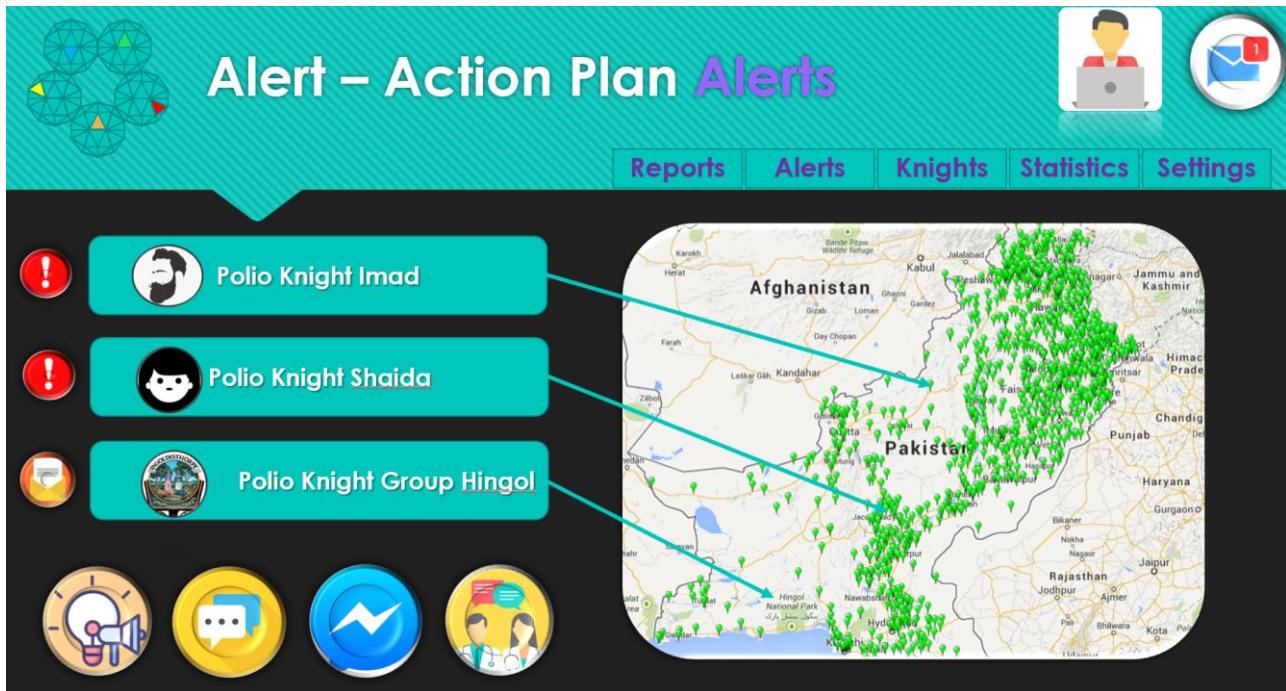
# Polio Knights Program



- The report is received by one of the monitors. If we open the PC screen of the monitor we can observe that he has 1 message (right upper corner). On the left area, there are several Polio Knights that have sent an alert, and these are identified in the map of Pakistan, so the monitor can observe if several episodes are occurring in the same area. The last box on the left area, corresponds to a group of Polio Knights that belongs to the region of Hingol and has send the message.
- On the bottom part of the screen, several icons can be seen that correspond from left to right: create campaign, meet up, etc; chat with a Polio Knight or group; send message in media and the last one to contact health authorities. This last icon allows to contact health care workers on danger. The health workers can be Polio Knights or not, but the App allows as well to introduce them in the registry to be able to identify them and protect them.



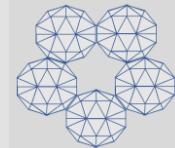
## Polio Knights Program



- Send alerts. The monitor can send alerts individually to a Polio Knight, a group of Polio Knights or whichever selection is made (area, religion, city, group, etc). He can also chat with them or send messages in different media platforms.
- PolioKnight App records this information and creates from this experience suggested plans for the future (contact a group, create meetup, etc). For example, If the event is linked to a religious community, it will offer to contact the religious community of Polio Knights members linked to that religion.

## Timeline – Deadlines.

- Preparation of information (2 weeks). During this period, the Pakistan Health Organization will prepare the materials that can be shared with the Polio Knights in order to provide good quality documentation that can be shared in the media to fight against anti – vaccination propaganda.
- Software development (1 month). The PolioKnight App is a simple App and do not requires high resources on software development and



## Polio Knights Program

can be ready in 1 month. All functionality details are described in this project.

- Polio Knights recruitment (1 month). This is the period that is given to the Polio Knights to complete “on – the – job training” which is validated when taken the course but under final decision of monitors of this program. Certification of training – validation can be automatized if preferred. An example of this time line is described in the following image:

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
2 <sup>nd</sup> Week of Each Month						Primary Selection	
3 <sup>rd</sup> Week of Each Month	On – the – job training						
4 <sup>th</sup> Week of Each Month							
1 <sup>st</sup> Week of Next Month	Assessment period (one month after primary selection)						
2 <sup>nd</sup> Week of Next Month					Certification		

- Follow up monthly with spread of members. The monitors through the PC backoffice application can trace the evolution of the program with identification of new Polio Knights entering into the training and validation.
- The assessment period can be reduced if training through validation is automatized.
- Actively working in 3 months. After software development and preparation of materials, the recruitment of Polio Knights can be started and hence, each Polio Knight will be actively working on media that spreads anti – vaccination propaganda.
- More recruiting members 15 days - Month. The growing of Polio Knights will be exponential by referral of members and from the launched campaign.



## Polio Knights Program

- Personal requirement. 1 - 2 Healthcare monitors. For the monitoring and main contact from Polio Knights, it will be required the active job of 1 – 2 monitors. These monitors will be able to validate those Polio Knights completing the training and providing them information in the media that is considered relevant to fight against. As mentioned before, these 2 monitors are the ones that will have the monitor application in all the social media and will support Polio Knights to identify where actions should be taken.
- Mentoring spreading Polio Knight groups (1 month). Every Polio Knight is ready after the validation to spread the program and help other Polio Knights to become part of the program.
- Successful reports (6 months). After this period, the monitors and the Healthcare Organization will have enough data to evaluate the progress of the Polio Knights' Program and be able to focus on weak areas.
- Persisting campaign (1 year). The Polio Knight's Program can be active for one year or the during the period that is considered to achieve the target Polio Free Pakistan.

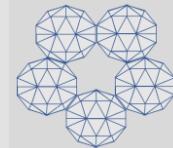
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Healthcare Organizations will have enough data to evaluate the progress of the Polio Knights' Program

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## Economics - Funding

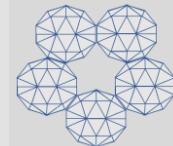
- Informative materials. This information is already provided by the Pakistan Healthcare Organization or by the WHO (WHO, Poliomyelitis (Polio), 2019). We can support additional updated scientific informative documents if required. This information does not need to be printed which means that the cost is zero.
- Monitors: 2. We recommend the support of two monitors from the Pakistan Healthcare Organization to support the program and these will have to be on a regulated salary or a technical level range.
- Publicity in media: Facebook, Twitter, Instagram, Google adds, etc. The amount of money invested in these will be according to the funds



## Polio Knights Program

created for the Program. As an orientation, 100\$ of Google Adds provide each month 1500 visits to the website.

- Official Telegram group. This is the preferred way of communication if there is not funding for the PolioKnight APP development.
- Physical publicity: posters, pamphlets, etc, can be printed if the campaign is intended to be also publicized in healthcare centers.
- Rewards: depending on funds provided from the Goverment. T shirt with the colors – logo of the Program are important items to give a referent image of the campaigns. Other materials like pens, notebooks, etc., can also be provided to Polio Knights. These additional goods can be obtained by Polio Knights in base to achievements of their reports or other points generated by their actions.
- National awards. This is a yearly additional campaign that can be prepared at the end of the first year to reward and motivate the groups to support the Program. It will reward different aspects:
  - Best Polio Knights care campaign.
  - Most creative Polio Knights campaign.
  - Most innovative Polio Knights campaign.
  - Most improved Polio Knights campaign.
  - Polio Knight champion.
  - Best Polio Knights team.
  - Best use of 4 elements: detect, control, respond and report.
- Meetings, invitations. These events should be at free cost but will motivate more the users if food, coffee or other tangible goods are provided.
- The Points obtained by Polio Knights are valued according to funds to avoid great expenses. I.e, 1 point can be valued from 10 cents of a dollar to 1 dollar.
- International adviser. We can provide additional support from experts in Vaccination Initiatives or Poliomyelitis if considered.
- Charities. Can be part of the resources provided for the Program.
- World Health Organization support and funding programs. International campaigns (WHO, WHO Campaigns, 2019).



## Polio Knights Program

- Donations from members.

**Sponsors from companies from vaccines, disinfection, patient care, etc., will participate of the Program**

manufacturers of vaccines (Bhutta ZA, 2013 Jun).

The PolioKnight application allows members to make donations to the program.

- Sponsors from manufacturers of vaccines, disinfection kits, patient care, milk, etc., will participate of the Program. Financial aid and assistance should be provided for resource-poor countries by Global Polio Initiative Eradication and

The estimation of growth for Polio Knight's Program is around 10.000 Knights in a year, taking into account the referrals from initial Polio Knights. This growth can increase depending how much is publicized and the rewards provided.

In a brief summary we can observe (table below) the necessities for the implantation of the Program based on fundraising and donations from individuals and sponsors:

### PolioKnight

#### General settings

Project name: PolioKnight

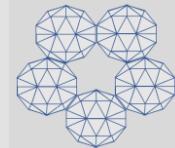
#### SCENARIO IN THE FIRST YEAR

**EXPENSES**

- Sofware development
- Monitor 1
- Monitor 2
- Infographics
- Media Monitoring licences
- Launching campaign
- Rewards
- Tshirts

	MONTHLY	YEAR
Sofware development	\$2,000.00	\$24,000.00
Monitor 1	\$1,000.00	\$12,000.00
Monitor 2	\$1,000.00	\$12,000.00
Infographics	\$100.00	\$1,200.00
Media Monitoring licences	\$100.00	\$1,200.00
Launching campaign	\$1,000.00	\$12,000.00
Rewards	\$2,000.00	\$24,000.00
Tshirts	\$1,000.00	\$12,000.00
<b>Total</b>	<b>\$8,200.00</b>	<b>\$98,400.00</b>

## Polio Knights Program



FUNDS - INCOMES	MONTHLY	YEAR
Donations	\$100.00	\$1,200.00
Fundraising	\$50.00	\$600.00
WHO funding	\$1,000.00	\$12,000.00
Sponsor 1	\$1,000.00	\$12,000.00
Sponsor 2	\$500.00	\$6,000.00
Sponsor 3	\$200.00	\$2,400.00
<b>Total</b>	<b>\$2,850.00</b>	<b>\$34,200.00</b>

	MONTHLY	YEAR
EXPENSES	\$8,200.00	\$98,400.00
FUNDS - INCOMES	\$2,850.00	\$34,200.00
<b>INVESTMENT REQUIRED</b>	<b>\$5,350.00</b>	<b>\$64,200.00</b>

The amount is divided by months (5,350 \$) or in a year (64,200\$) considering a very little amount provided by sponsors.

Other benefits for Pakistan can be obtain after creating a registered brand and selling the campaign to other endemic countries.

## Sustainability

The solution will require the installation of the software in the iPhone androids of the users but will not require further investment in development.

The 2 monitors from Pakistan Health Organization will be required to buy two licences for monitoring media. These monitoring will be always an extra support to guarantee that not a single anti - vaccination propaganda is missed. After 6 months of the Program, the community of Polio Knights will be of enough number to massively control any leak in media about false myths of polio vaccination.

Polio Knights remuneration will be based on immediate report on anti - vaccination propaganda. This will guarantee it effectiveness.



## Polio Knights Program

Remuneration will not be subject to job contract and will be like a volunteer participation in a Charity.

The length of the Program is required to be of 12 months, but easily can be maintained furtherly if the Government considers reinforcement of Pakistan Free Polio achievement.

### Safety

The Polio Knights' Program provides through its App a very safely way of real-time awareness of dangerous situations for polio vaccinators or anyone in the Program.

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Immediately prevent our Polio Knights from dangerous meetups or unsafe situations

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Pakistan Healthcare Organization, through the App, with its tracking and report system, will immediately prevent our Polio Knights of dangerous meetups or unsafe situations in certain areas.

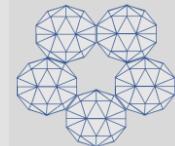
Anti – vaccination propaganda will be challenged by Polio Knights and abolished by authorities through media, avoiding confrontation.

### Freedom licensing - Support

Pakistan Healthcare Organization will have “freedom to practice” or be available for potential licensing. There is no third-party patent art and does not require specific equipment, processes and materials for their application.

We can offer a follow up Program in case further support is required for the monitoring, mentorship, implantation campaign or statistical analysis.

### Simplicity



## Polio Knights Program

PolioKnight App does not require intensive efforts and it has a low cost, which can be reimbursed, as mentioned, by sponsors.

### Global Solution

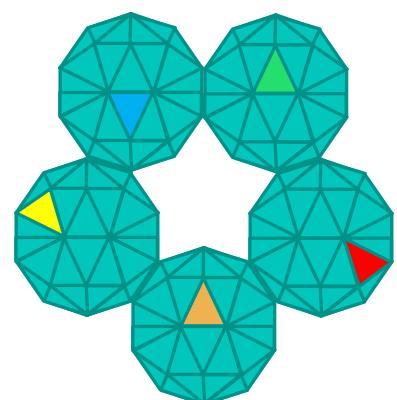
Polio Knights' Program establishes a global solution for the whole country in Pakistan, but can be focused in certain areas in which polio eradication becomes a challenge.

The Polio Knights' Program can spread in rural areas. It can be spread to other Countries when the program is fully launched.

The Polio Knight's Program can also work in other environments. Rural areas may require more offline strategy with similar mechanisms of recruiting Polio – Knights but without the software, if no internet access is available. Mouth to mouth collaboration can be also a way to spread the Program within all the members of the community.

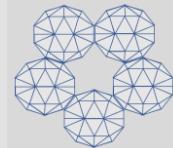
### Communication - Marketing

It is important in the Polio Knight's Program to create an identity or brand with identifying colors: green and purple or others that the Health Care Organization considers. We have given this proposal in green because it refers to a color of health, freedom and hope for mothers or guardians looking after children.



The logo with icosahedral morphology of the virus forms a star that has a connotation of an individual in the community: a star in the sky. A star does not have a direct mean on any language or religion but establishes a link with Arabic language and Hindi traditions.

## Polio Knights Program



### Problems - Barriers

Registration in the Polio Knights' Program includes permission for localization and sharing information to Healthcare Organization. Information will not be shared with security agencies or other political programs. It is just related to healthcare.

The reason why PolioKnight App is not directly linked to media platforms is because requires a high cost development or licensing from third party. Polio Knights will be able to do this operation more effectively with PolioKnight app and at minimal cost.

Another reason for not linking the App with their access to personal social platforms is to protect the privacy of the user. This could confront with ethical rights of sensitive personal information.

### Models of Campaigns - Benchmarking

We have not been able to find a campaign of this type or application in the market that provides PolioKnight's functionality, which means that will be a novelty in the world of prevention and will allow to the Pakistan Government obtain benefits when applied to other areas or other countries.

Additional resources to create Polio Knights' Program have been obtained from literature or international campaigns as:

- UK flu fighter campaign (Employers, 2018).
- TB campaigns (England N. , Tuberculosis strategy for England 2015-2020, 2019).
- Eradication programs (England P. H., 2019).
- US programs (Services, 2019).
- Academies (Claire McCarthy, 2017).

# Polio Knights Program



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